

### eBrains Lead Generation

IOTD is partnering with eBrains to offer a trademarked online lead generation solution with a guaranteed cost-per-inquiry for participating tourism industry co-op partners.

Between February 15 and May 31, 2007, IOTD will generate 30,000 unique electronic leads from the eBrains network of partner Web sites, with 82 million unique monthly visitors. Electronic leads include the name, e-mail address, and zip code of prospects that "opt-in" to receive additional Indiana tourism information, or information about a specific destination.

### Co-op Program Overview:

- Participating partners at the 2,000 or 5,000 lead levels will receive leads from prospects that have "opted-in" to receive visitor information from Indiana Tourism and its participating partners.
- At the 10,000 lead level, the offer will be for prospects to "opt-in" for information about the specific location and Indiana Tourism, e.g. "Click here to request information for Harrison County, Indiana and receive information regarding Indiana Tourism."
- The leads generated will not be shared with anyone else, other than the IOTD and its single participating tourism industry partner. Partners may use these leads for marketing activities on an ongoing basis.
- If desired, eBrains can assist partners with or develop an electronic e-mail program for a specific destination. eBrains can also help with creative development, e-mail deployment, and tracking.

### Co-op Program Options:

#### **2,000 qualified leads at \$1 each/guaranteed**

**Package Price** \$2,000

**Package Includes:** Generation of 2,000 qualified leads generated through generic Indiana tourism opt-in language.

#### **5,000 qualified leads at \$.95 each/guaranteed**

**Package Price** \$4,750

**Package Includes:** Generation of 5,000 qualified leads generated through generic Indiana tourism opt-in language.

#### **10,000 qualified leads at \$.95 each/guaranteed**

**Package Price** \$9,500

**Package Includes:** Generation of 10,000 qualified leads generated through destination specific opt-in language. Also included: destination specific promotion description (500 words) and confirmation e-mail that includes the destination's publication cover image and logo.

CAMPAIGN START DATE	MATERIALS DEADLINE	AVAILABLE UNITS
February 15, 2007	January 9, 2007	30,000 leads

**Rate Card per Lead:** \$1.448 (when purchasing 30,000 leads)

**IOTD Co-op Offer per Lead: \$0.95-\$1**

**Rate Card Savings:** Between 31 percent and 34 percent

## eBrains Requirements

For all eBrains participants, please e-mail the following information to the appropriate Regional Account Executive:

- E-mail address to which leads should be sent.
- Format in which leads should be sent: tab delimited or comma separated value (CSV) format.

For 10,000 lead eBrains participants, please e-mail the following information to the appropriate Regional Account Executive:

- 50 character promotion headline (opt-in language).
- 100 character brief promotion description.
- 250 character promotion description (appears upon clicking "more info" link on an offer).
- 1,000 character message for the confirmation e-mail.
- Logo in JPG or GIF format.
- Physical mailing address.
- URL.
- Up to two low-res images.

## Home Page Editorial Material Checklist

To submit home page editorial materials, please e-mail the appropriate Regional Account Executive the following:

- One or more logos – send each as an e-mail attachment (JPG, TIF, GIF, EPS, PDF).
- Up to two images – send each as an e-mail attachment (PDF, JPG, GIF, EPS – minimum 72 dpi).
- 50 words of copy for the home page box.
- Up to 250 words of copy for second page.
- Web site address – write Web site address in the body of the e-mail.